

Senate Resolution 65

By: Senators Mullis of the 53rd, Rogers of the 21st, Zamarripa of the 36th, Stephens of the 27th, Brown of the 26th and others

A RESOLUTION

1 Commending the tourism industry in Georgia and establishing February 2, 2005, as a time
2 to recognize that "Together, Tourism Works for Georgia"; and for other purposes.

3 WHEREAS, tourism annually generates approximately \$25 billion in tourism expenditures,
4 which supports 209,500 jobs and contributes \$1.14 billion in state and local tax revenue; and

5 WHEREAS, these tax revenues created by tourist expenditures save each household in
6 Georgia over \$380.00 in state and local taxes; and

7 WHEREAS, tourism continues to provide an excellent and immediate return on investment.
8 A recent, independent study demonstrated that one dollar invested in state-wide tourism
9 advertising and promotion returns \$187.50 to the private sector and \$7.74 to the state in tax
10 revenues in the first 90 days; and

11 WHEREAS, tourism diversifies Georgia's economy, helping offset declines in manufacturing
12 and agricultural employment; and

13 WHEREAS, tourism assets are nonexportable. From Rabun Gap to the Tybee Island
14 lighthouse, from Stone Mountain to the Okefenokee Swamp, from Savannah to Plains, and
15 from See Rock City to the Little White House, these treasures will always belong to Georgia
16 and its citizens; and

17 WHEREAS, tourism is a clean industry that enhances the quality of life within the state,
18 supports the critical services that Georgians require, and creates the environment that attracts
19 nontourism businesses to Georgia.

20 NOW, THEREFORE, BE IT RESOLVED BY THE SENATE that the members of this body
21 commend the Georgia tourism industry for the positive impact tourism has on the State of

1 Georgia and all of its citizens and establish February 2, 2005, as a time to recognize
2 "Together, Tourism Works for Georgia."

3 BE IT FURTHER RESOLVED that the Secretary of the Senate is authorized and directed
4 to transmit an appropriate copy of this resolution to Janis Cannon, Deputy Commissioner of
5 the Georgia Department of Economic Development, Chuck Jones, President of the Georgia
6 Association of Convention and Visitors Bureaus, and Joy Walstrum, Managing Director of
7 the Tourism Development Alliance of Georgia.